

Montgomery Planning and Zoning Commission
AGENDA REPORT

Meeting Date: February 7, 2023	Budgeted Amount: N/A
Department: Administration	Prepared By: Dave McCorquodale

Subject

Consideration and possible action on proposed signage for Slice of Amish located at 401 College Street, Suite 170 in the Historic Preservation District.

Recommendation

Deny the sign as presented and request the applicant reconsider the aesthetic design and character of the proposed sign if you believe a second sign on the same façade is appropriate.

Discussion

The recently opened Slice of Amish cheese shop downtown is requesting to install a sign below the 2nd-story balcony on the front of their store. After installing the signage last month, city staff contacted the owners and let them know the sign would need to be approved by the P&Z commission. They have since removed the sign and submitted a sign application.

While the Historic Preservation District Design Guidelines and Ordinance do not directly address signage design requirements, the general criteria used by the Commission when considering this type of request is whether it will affect the appearance and cohesiveness of a property or the district.

As you will recall, the applicant received approval for a wall sign in September 2022. The location and appearance of this proposed sign could be an effort to increase visibility for FM 149 traffic. It is on the same side of the building and not far from the existing sign, but it is higher from the ground and uses bolder lettering on a contrasting background. The proposed sign does not share any common design elements or aesthetic with the existing wall sign.

Approved By

Director of Planning & Development	Dave McCorquodale	Date: 01/30/2023